

ARTOFORM



ARTOFORM

*For over thirteen years we have
followed our passion and mission
devotedly,
creating
surroundings
that are perfectly
in sync with our
clients' dreams.*

“ The object of art is to crystallize emotion into thought and then give it form”

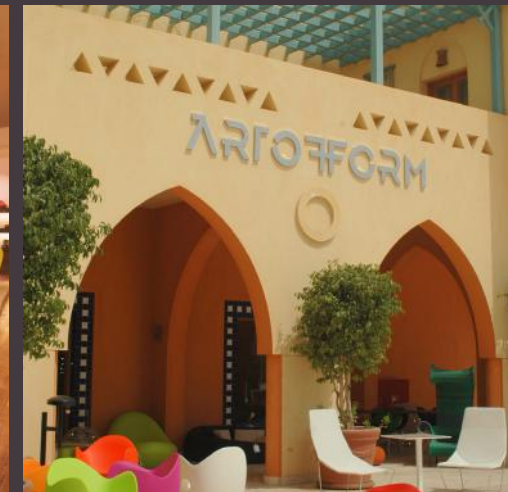
~ Francois Delsarte





Reflecting on our amazing Journey

Thirteen years, 13 Golden years have passed since our Grand Inauguration in 2009. A thrilling journey through the world of Design Furniture has shaped us into the true Curators of Style that we are today. Our Journey started with 4 mega brands: Giorgetti, Moroso, Poliform and Missoni Home. Each and every one of them evoked a feeling, a mood that translated into Form. When put together, they created the ultimate living space that we envisioned.



2023

Project



Art of Form moving into redefining the workspace.

2022

Park St.

Proudly launching the very first **Giorgetti** mini atelier in the **Middle East**, along with Art of Form's new **Headquarters & Flagship store**.

2009

The Beginning

In 2009, we launched our **Designopolis** showroom; a one of a kind concept at the time. Occupying an area of 1000 square meters, we tastefully combined the design pieces of our Golden partners, launching a "Gallery for Artistic Form" in the presence of the designers and creators of those dazzling pieces.

2010

Launch of our **Beymen and Gouna Showrooms**, each with a unique concept that displayed our outdoor lines, accessories and design lighting sculptures.

2014

We began to widen our circle of partners to be able to fulfil all of our clients' desires, creating an elegant array of brands: our **Black Label**.

2015

We launched our **Black Label** partners showroom in **Galleria40** to showcase our expanded choices and wider budget options.

2016

With the expanded choices and more importantly the passion and experiences of our extended team, we started tackling larger and more demanding projects, architects, and clients.

2017

Our identity is taking shape and all the hard work of our young energetic talented team is evident in our achievements.

2018

Launch of **Art of Form Project Management** Division.

2020

Capital Promenade showroom was launched, moving our black label partners to our newest showroom in **Sheikh Zayed** to be within the reach of our clients.

Curator's House



Today we are a team of design professionals working with a highly trained and experienced eye for refined taste, high-style furniture and objects. Our work is a meticulous process of conversations, ideas, sketches, drawings and decision-making. Our goal with every project is to bring our vision, philosophy and world-view to life, but also to experiment and reinvent ourselves everytime to discover new forms of living.



Our senior management team

“For us, every morning is a new beginning, a new canvas on which each architect of our passionate and dedicated team adds a line, a drop of color or a sketch to harmoniously complete an artistic vision that illustrates the world of affordable and attainable beauty surroundings. This combination of tasteful creativity is what defines our company today.”



Taste-making



Realizations

In collaboration with most of the renowned Architects and Design Houses in Egypt, we have proudly and successfully completed up to the minutest detail, over 60 full residential projects throughout our Journey.







Turn-Key Workspaces

There is a science behind designing work environments: a place that dramatically affects our well-being, creativity, productivity and happiness. All aspects from the shape and height of our desks, the angle and intensity of light, the sound levels, areas for private conversations, the flow of people's documents and ideas to the location of team members are carefully considered.

At, W we evaluated and assessed ways in which we can optimize all those factors and secured the top suppliers in each and every category to transform the way workspaces should look and function. Through our Design team, we start by adopting these optimum standards to design the workspace layout of your firm. Spaces for all employees are allocated and designed according to international standards, type, size and needs of the business that we are working with.

This step is followed by the architectural and interior design of the workspace. Our architects work in harmony with our Technical Division to create an elaborate, developed design that is fully coordinated to be feasibly executed.

We execute this meticulous design flawlessly supervised by a professional team of quality controllers.

At W, we don't stop here. Not only do we design, build, fit and install, but we also procure every single element of your perfect workspace from the best suppliers locally and around the world within the combination of the three most significant restrictions on any project, quality, Schedule and Cost.

Project

Venturing into the workspace

At Art of Form, more than 25 Architects, Interior Designers and Civil Engineers work together with this methodology to Initiate, Plan, Execute, Control & Supervise, Close and Submit all of the diverse projects that we work on.

NOW with our newly formed company, W, we are taking all our experience and expertise to where we spend most of our waking adult life: our workspaces.



Our Partners in Style

To become a taste-maker is to have a keen eye on quality, design, taste and above all our partnerships. Our portfolio of partners is a meticulous selection of names that have become synonymous with luxury, refined-style and top quality world wide. With our partners we celebrate craftsmanship, quality-making and design ingenuity.

GIORGETTI
Mini atelier



MOROSO

reflex

MISSONI HOME

arketipo
Monobrand showroom

FRATO



Papadatos
about a sofa

erba

porada

GAMMA
MADE IN ITALY

COSTANTINI

PIANCA

LASKASAS

Dirre Italia

marelli

cattelan Italia

LIGHTING



melogranoblu

SERIP
ORGANIC LIGHTING



OUTDOOR

PAOLA ZENTI

Talenti
OUTDOOR LIVING

VONDOM

TRIBÙ
The art of leisure

expormim

GLOSTER

GANDIABLASCO

Fixed Furniture

RECORD
è cucine

PIANCA

OLIVIERI



CARPET

MOHEBBAN

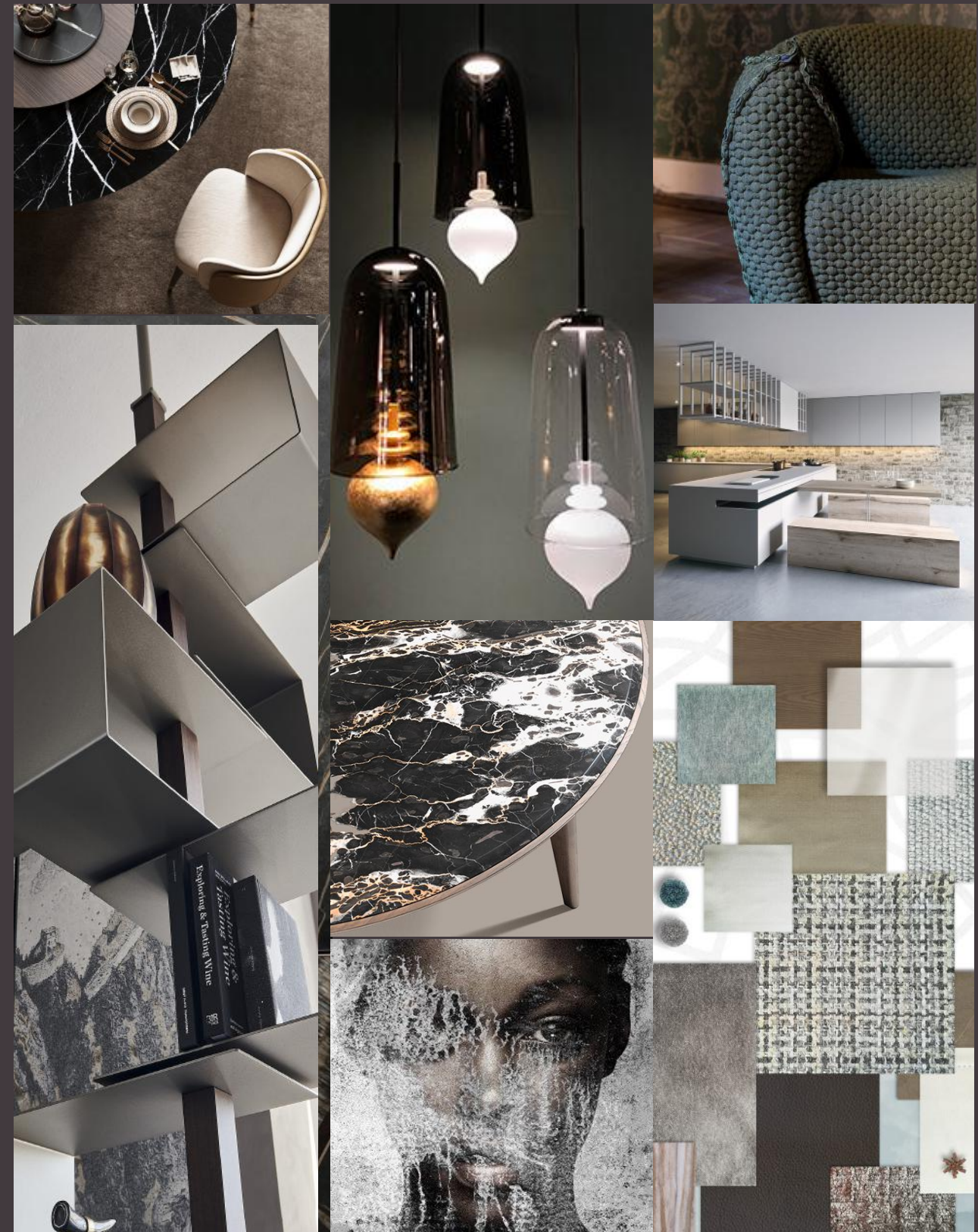
Sirecom



LIMITED EDITION

COBRA
ART COMPANY

ARTISTIC TOUCH







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artofform.com.eg



reflex

We design and produce with big attention to the materials, the design and to the customizing requests received from our customers. Our company is comparable to a tailor's shop, where the customer can choose between various finishes and woods. Contemporaneous and sartorial: a perfect binomial. High Italian craftsmanship, with quality of thought, feeling for the contemporary design, a maniacal attention to the detail and a manual ability typical of the most wanted "cabinet making". A mixture that the company has been able to translate into new contemporary interpretations.

BRAND VAN EGMOND

William and Annet founded Brand van Egmond in 1993 with the sole intention to create art without restraints. This has led to a design studio that has become an international trendsetter creating innovative, independent designs. The lighting sculptures radiate passion and emotion and leave a long-lasting impression. Every year they create their new collections of hand crafted lighting sculptures in freedom with fun and passion, never limited by fashion and trends.

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DITRE ITALIA



arketipo
firenze

arketipo
firenze



Perfection compulsive disorder

Arketipo Firenze leader in the production of upholstered furniture with a rigorously Made in Italy design. Discover the collections of sofas, armchairs, chairs, beds, tables, coffee tables, sideboards, bookcases, lamps and accessories.

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cattelan
italia

SERIP

In a present world mainly focused in symmetry, standard and monotony - as a result of the industrial and mechanic production -, Serip responds with concepts such as difference, uneven, unique and contrast, like nature's powerful distinguished elements.

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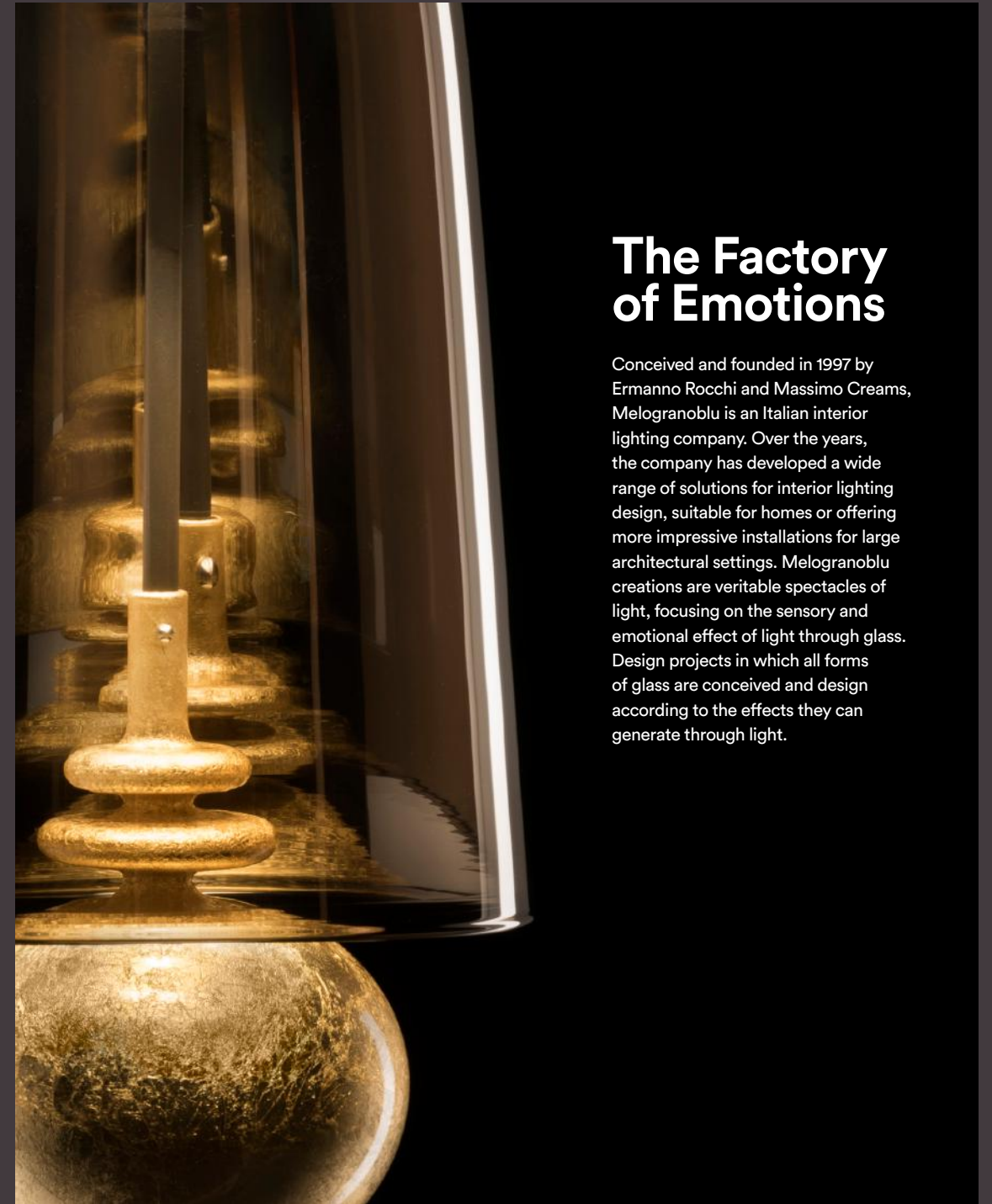


GAMMA

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COSTANTINI PIETRO



The Factory of Emotions

Conceived and founded in 1997 by Ermanno Rocchi and Massimo Creams, Melogranoblu is an Italian interior lighting company. Over the years, the company has developed a wide range of solutions for interior lighting design, suitable for homes or offering more impressive installations for large architectural settings. Melogranoblu creations are veritable spectacles of light, focusing on the sensory and emotional effect of light through glass. Design projects in which all forms of glass are conceived and design according to the effects they can generate through light.

MELOGRANOBLU

PIANCA

MEMORY IS THE MOST POWERFUL TOOL FOR UNDERSTANDING THE PRESENT

These are our roots, this is our identity. We draw upon the sound local tradition of cabinet making, travelling back over 500 years through time, to the old carpentry workshop, fed by a watermill, along the banks of the Pianca stream. Building on our history, we start from our workers' knowledge and skills to look to the future, combining experience and innovation to bring the culture of modern design to the world.





RECORD Kitchens

Thinking about kitchen is bringing back all our milestone life memories: first time you cooked together, the cake you made with Gran, stories you told the children to make them eat their greens and dinners with friends. Record e Cucine stands out among Italian kitchen manufacturers for its particular attitude to kitchen design and vision of modern kitchen furnishing. We believe that the kitchen is the true heart of the home, the place for relaxing and socializing. The kitchen goes well beyond preparing food and meal times, it is the place to create unforgettable memories and bring together important moments of your life.

For this reason, when we design a new kitchen, the style, design and materials become a choice that comes from the heart. We are an Italian kitchen company that is aware of our great responsibility, that of fulfilling your dreams.

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ERBA



OLIVIERI



**Elegant, innovative,
luxurious.**

We believe in quality: from the selection and the manufacturing of materials, to the choice of finishing and the purpose of a high-tech production. We believe in research and in finding aesthetic solutions that can meet the needs of functionality in your daily space. We believe in a world on a human scale and also in a better one, thanks to production choices that respect our environment.

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PAOLA LENTI

THE FINE LUXURY OF OUTDOOR LIVING

Today our homes are no longer just about personal retreat and comfort. Parties, family gatherings, barbecues and activities — more and more people are placing high value on transforming outdoor space into a real social experience. Outdoor space is becoming an extension of our interiors creating a seamless integration between the inside and outside. Gardens, pools and courtyards are now perceived as outdoor living rooms, kitchens and even bedrooms deserving the same level of attention to detail, refinement and luxury as our indoor space. After all, what could luxury be other than sipping coffee in the morning sun, an afternoon siesta by the pool, or an elaborate dinner under the stars all right there at your door step.



TRIBU



TALENTI

EXPORMIM



VONDOM

GLOSTER



GANDIA BLASCO



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Walk of Cairo
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Gouna Showroom
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Red Sea, Egypt
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